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Subject: Vision 2030 Talking Points
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From: James Tobin
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Good afternoon.

For your use in the field.



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Subject Matter Briefing

Vision 2030

Introduction

- Saudi Vision 2030 is an all-encompassing transformative mission that Saudi Arabia is embarking upon this decade.
 - The plan **seeks to revitalize and diversify Saudi Arabia's economy, expand cultural opportunities, and create a modern Saudi Arabia where all Saudis can prosper.**
- Vision 2030 touches on all aspects of Saudi life, from transitioning Saudi Arabia's economy into the 21st century, to creating more athletic opportunities for Saudi citizens, and even empowering women throughout the Kingdom.

Economic

- A key focus of Vision 2030 is to create an environment in which business thrives, the economy is diversified, and all Saudis, men and women, have access to jobs.
 - Saudi Arabia's location on the Arabian Peninsula makes it easily accessible by companies in the East and the West to invest and trade.
- Under Vision 2030 **Saudi Arabia is diversifying its oil-dependent economy** and working towards an economy with numerous distinct and prosperous sectors.
 - This includes investing in some of Silicon Valley's biggest names and startups, becoming a food sustainable and even agriculture exporting country, and focusing and investing in renewable energy sources.

Athletics and Culture

- Saudi Arabia has greatly **expanded its entertainment offerings through Vision 2030.**
 - The Kingdom has hosted Monster Jam, WWE wrestling events, professional golf tournaments featuring some of the PGA tour's top golfers like Phil Mickelson and Brooks Koepka.
- These athletic and cultural offerings are not just for Saudi citizens, but for the global community, as **Saudi Arabia placed an emphasis on encouraging international tourism to the Kingdom.**
 - Saudi Arabia has **issued more than 400,000 tourist visas** since opening its borders for tourism in recent years.
- Saudi Arabia is constructing cities throughout the country that will host many additional attractions including **theme parks like Six Flags** and futuristic urban designs like in the **planned Saudi smart city of Neom.**

Women's Empowerment

- Women have a vital and leading role in Saudi society, and they will continue to do so moving forward under Vision 2030.
- **Women currently make up 22 percent of the Saudi workforce, with a goal of increasing that to 30 percent by 2030.**
- Ivanka Trump has even lauded Saudi Arabia for embarking on "**significant reforms**" for women.

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- **The World Bank Group recently recognized Saudi Arabia has having made the biggest yearly improvement in its Women, Business, and the Law 2020 Report.**
 - These improvements include:
 - **Women can now obtain a drivers' license**, with over 70,000 already being issued.
 - **Sexual harassment is illegal** in both the public and private employment sectors.
 - **Pregnant employees are legally protected from discriminatory dismissal.**
 - The **retirement age is 60-years-old** for men and women.
 - **Saudi women receive equal pay to their male counterparts.**

Conclusion

- Through Vision 2030, Saudi Arabia is transforming its economy, its culture, and its society overall.
 - The economy is diversifying away from fossil fuels, agricultural production is increasing, and Saudi's across the Kingdom are entering the workplace for the first time.
 - Vision 2030 is a unique and unprecedented transformation that benefits people around the world.

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